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**Title:**

Speech at the Distinguished Salesman's Award Presentation - Glenelg

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MR. STONE, MR. WATKINSON, LADIES AND GENTLEMEN,

SOUTH AUSTRALIA'S ECONOMIC AND GEOGRAPHIC POSITION MEAN THAT WE ARE A STATE WHICH MUST SELL IN ORDER TO SURVIVE - SO AN AWARD SUCH AS THIS WHICH ENCOURAGES SALESMEN TO GO OUT AND GET BIGGER AND BETTER ORDERS IS VALUABLE NOT ONLY TO THE COMPANIES AND REPRESENTATIVES WHICH PARTICIPATE IN IT BUT TO THE STATE AS A WHOLE.

I WAS PARTICULARLY PLEASED TO NOTE THAT YOU'VE MADE A SEPARATE EXPORT AWARD, SINCE EXPORTS ARE ONE AREA IN WHICH THERE IS TREMENDOUS SCOPE FOR EXPANSION AND WHICH WE ARE CURRENTLY STRIVING TO HIGHLIGHT.

WE HAVE A WIDE AND FIRST-CLASS RANGE OF PRODUCTS, THOUGH WE ARE STILL TOO HEAVILY DEPENDENT ON A CONSUMER GOODS BASE, BUT IT DOESN'T MATTER HOW GOOD THEY ARE UNLESS WE CAN GET THEM TO THE INTERSTATE AND OVERSEAS MARKETS ON WHICH WE RELY.

PAGE TWO

WE ARE ALSO MORE SUSCEPTIBLE THAN OTHER STATES TO FLUCTUATIONS AND DOWNTRENDS IN THE DOMESTIC MARKET AND WE NEED DYNAMIC SALESMANSHIP, AND THE MAXIMUM DEVELOPMENT OF NEW OUTLETS, IF WE ARE TO OFFSET SUCH VARIABLES, EVEN TO THE LIMITED EXTENT WHICH IS POSSIBLE. AGAINST THESE DISADVANTAGES, SOUTH AUSTRALIA OFFERS NATURAL AND DELIBERATELY-INDUCED ADVANTAGES SUCH AS OUR CENTRAL LOCATION, LOWER-COST STRUCTURE AND CHEAPER LAND WHICH NOT ONLY ENABLE US TO COMPETE EFFECTIVELY FOR EXTERNAL MARKETS BUT WHICH OFFER GREAT SCOPE FOR FURTHER EXPANSION. SO I'D ASK ALL SALESMEN TO SELL NOT ONLY THEIR PRODUCT BUT TO PUT IN A PLUG FOR SOUTH AUSTRALIA AS WELL. SUCH INFORMAL CANVASSING CAN HAVE A VERY VALUABLE EFFECT IN STIMULATING DEVELOPMENT FOR THE BENEFIT OF ALL SOUTH AUSTRALIANS.

WE, AS A GOVERNMENT HAVE RECENTLY EXPANDED OUR OWN INDUSTRIAL PROMOTIONAL EFFECT IN A DETERMINED ATTEMPT TO SECURE FURTHER INDUSTRIAL EXPANSION AND BROADER MARKETS:

WE'RE DOING THIS THROUGH OUR OVERSEAS OUTLETS IN LONDON, TOKYO, HONG KONG, SINGAPORE AND DJAKARTA, THROUGH ROVING TRADE REPRESENTATIVES COVERING EUROPE, THE MIDDLE EAST AND ASIA AND THROUGH SUCH STATE SCHEMES AS THE PROVISION OF GREATER ASSISTANCE FOR INDUSTRIAL DESIGN AND PRODUCT RESEARCH. IN THIS WAY, WE HOPE WE CAN PROVIDE THE IMPETUS FOR A CO-ORDINATED, VIGOROUS ASSAULT ON NEW AND ESTABLISHED MARKETS. THE INDUSTRIAL DEVELOPMENT BRANCH OF MY DEPARTMENT AND OUR REPRESENTATIVES ABROAD ARE WORKING TO ASSIST EXISTING MANUFACTURERS AND PRODUCERS AS WELL AS SEEKING NEW DEVELOPMENT AND ARE ANXIOUS TO DO ANYTHING POSSIBLE TO HELP FIRMS SUCH AS THOSE REPRESENTED HERE TONIGHT IN SALES DRIVES.

SO DON'T HESITATE TO CALL ON US IF YOU THINK THERE'S ANYTHING WE CAN DO.

IT NOW GIVES ME GREAT PLEASURE TO PRESENT THE DISTINGUISHED SALESMAN'S AWARDS.